

Trustworthy[®]
Selling



Mutual of Omaha Case Study

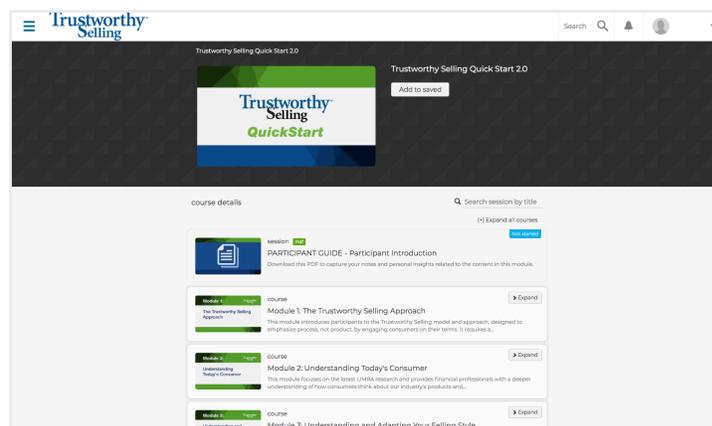


What Attracted Mutual of Omaha to Choose Trustworthy Selling?

Mutual of Omaha implemented Trustworthy Selling as part of an organizational strategy to increase their advisor's focus on needs-based selling over transactional selling or product-focused selling. The company went through the first step in their transformation strategy by revamping their systems to identify, attract and select candidates who were more relationship focused. Trustworthy Selling was an extension of the company's strategy to ensure new recruits were onboarded and trained with the knowledge and skills to establish enduring relationships with their clients.

Launch Week Incorporating Trustworthy Selling Quick Start

Mutual of Omaha incorporated Trustworthy Selling Quick Start into their Launch Week, which is a one-week training program for all new advisors conducted in their local field offices. Members of their local-level leadership teams delivered the program through a faculty approach and reinforced the concepts through ongoing coaching and development. Because of the learning design of the Trustworthy Selling curriculum, the organization was able to create both scale and consistency in each of their field offices throughout the United States.



Facilitator and Coaching Certification

Approximately one hundred fifty Mutual of Omaha field managers and home office representatives were certified as facilitators and coaches for the program. The Trustworthy Selling Facilitator Certification process consists of several steps including the completion of self-paced eLearning modules, preparation for module delivery using the program materials, virtual classroom presentations, and feedback on best practices to help ensure successful delivery when facilitating classes.

Field managers play a vital role to the success of each participant's adoption of the program concepts and techniques into their practice. Coaching sessions are designed to drive performance and help the participant reach their full potential. Throughout the program, the field manager meets periodically with their advisors who are attending the Trustworthy Selling program. Step-by-step coaching guides are provided to the sales manager to allow for skill assessment, language role play and reinforcement of the key concepts in the program.

“Not only did we feel it was critical for all of our field managers to become certified as facilitators and coaches, we also wanted them to experience the program through the eyes of the new advisor. We brought them all together and made the investment for them to be able to experience the program first-hand as our home office team facilitated.”

AJ Skar - Vice President Agency Sales & National Sales Manager

Alignment and Buy-In from Executive Leadership

To create alignment and buy-in from the top down, Mutual of Omaha initially certified key members of the home office leadership team as facilitators and coaches so they had a thorough understanding of the program. The organization also had their top home office executives and Regional Sales Directors participate in a Trustworthy Selling Preview Day, which is an in-depth exploration of the program to ensure they understood the philosophy, content and resources. In addition, all new managers (whether new to the organization or promoted internally) were required to become a Certified Facilitator and Coach of Trustworthy Selling as part of their professional development.

Transition to Virtual Classroom During the Pandemic

When the Covid-19 pandemic and its resulting shutdowns occurred in 2020, Mutual of Omaha immediately transitioned to a virtual classroom delivery of the program by home office facilitators, nationwide. Trustworthy Selling is instructionally designed to be delivered through virtual classroom, so the pivot simply required the Mutual of Omaha home office team refreshing themselves on how to most effectively deliver the program virtually to all of their new recruits throughout the United States.

Mutual of Omaha continued to graduate approximately 50 new advisors from the program each month in 2020. This created a new world of opportunities from a scaling standpoint in the future. Field managers were able to continue to conduct coaching sessions and reinforce the key learning objectives of the program through ongoing virtual coaching.



“HPN and LIMRA have committed to keeping the content current and we had just transitioned from TS 1.0 to TS 2.0 prior to the pandemic. The 2.0 version had more resources for delivering the program in a virtual environment, therefore it made for an easier transition for us when we had to flip the switch and go virtual.”

Richard Healey - Senior Vice President, Advisor Network

Productivity and Retention Impact

Mutual of Omaha worked with LIMRA and HPN to conduct a Business Impact Results Tracking (B.I.R.T.) ROI Analysis to measure the productivity and retention impact of Trustworthy Selling on their advisors. Because the sample group represented an entire annual recruiting class of new advisors with no prior experience, the study considered year over year results of the previous year's annual recruiting class as the control group (those who did not participate in the Trustworthy Selling program).

This analysis tracked productivity and retention results at the six and 12-month mark as compared to the control group and the results were significant. Mutual of Omaha was also interested in measuring the long-term sustainability of Trustworthy Selling's impact on productivity and retention at the 18 and 24-month mark as well. The study calculated the average survival and median production for three metrics for both groups. This impact study is based on the assumption that had the participant group not gone through training, their survival and production would have been the same as the control group's results.



Bottom line, advisors who completed Trustworthy Selling at the 24-month period experienced the following results at the conclusion of 24 months:

- **93% increase in Premium Productivity**
- **64% increase in Policy Productivity**
- **92% increase in First Year Commissions**
- **8% increase in Two-Year Retention**

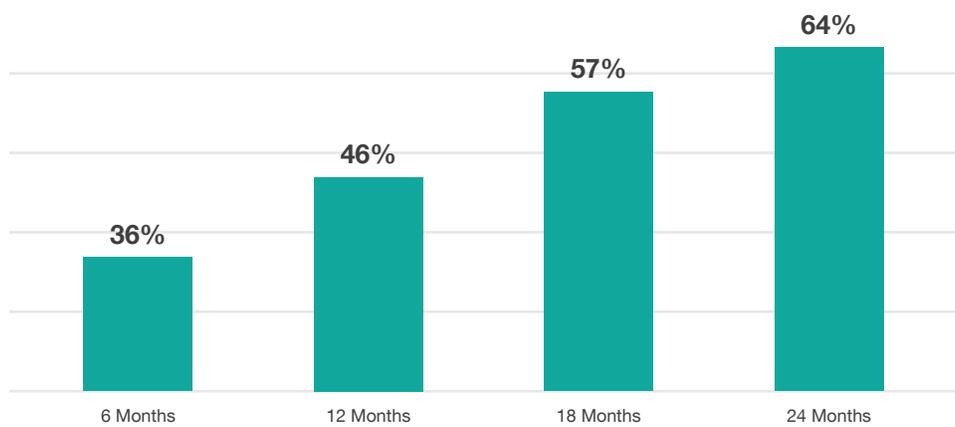
Conclusion

Mutual of Omaha has succeeded in transitioning their organization's culture to a focus on the long-term relationship between their advisors and clients. In addition to revamping their recruiting and selection systems, the focus on incorporating the Trustworthy Selling program as part of their onboarding Launch Week has proven to be a measurable success. The Trustworthy Selling philosophy and approach is deeply embedded into the culture and fabric of Mutual of Omaha.

The Trustworthy Selling participants experienced the following results compared to the control group:

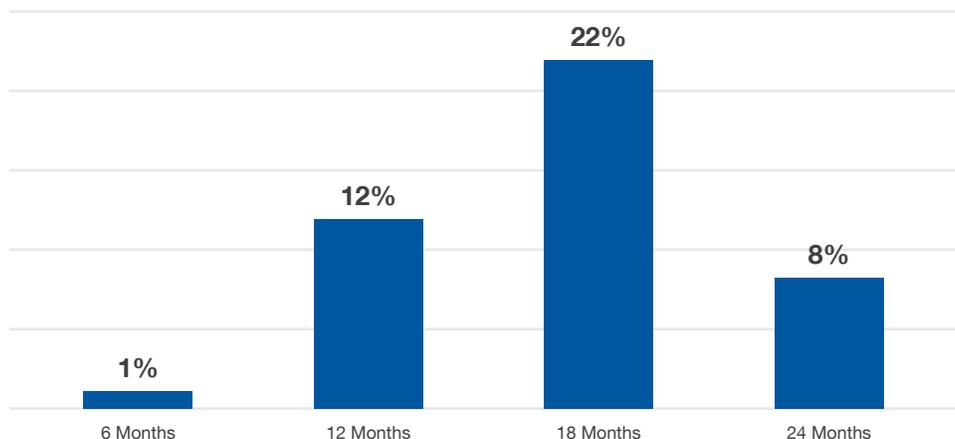
Policy Production Trends Over Time

Trends in POLICY PRODUCTION IMPACT Percentages at 6, 12, 18, 24 Months



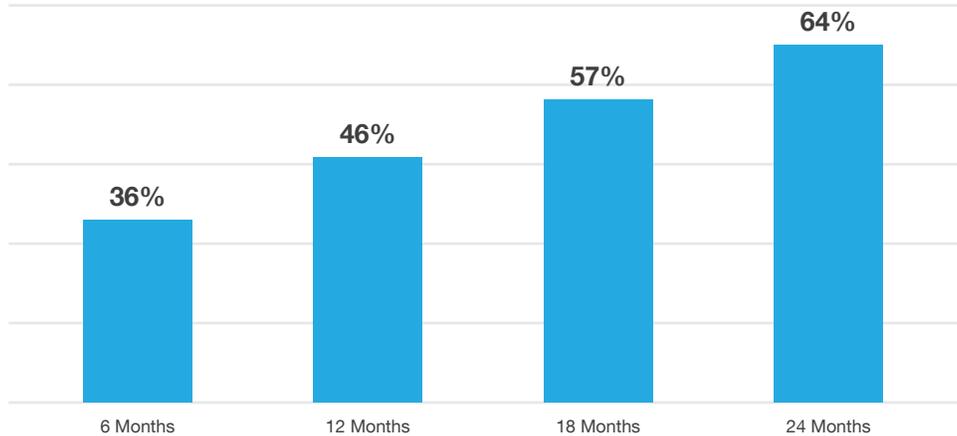
Survival Trends Over Time

Trends in SURVIVAL IMPACT Percentages at 6, 12, 18, 24 Months



Premium Production Trends Over Time

Trends in PREMIUM PRODUCTION IMPACT Percentages at 6, 12, 18, 24 Months



FYC Production Trends Over Time

Trends in FYC PRODUCTION IMPACT Percentages at 6, 12, 18, 24 Months

